



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Jefferson, AL

Top Tapestry Segments:		Demographic Summary		
			2008	2013
Family Foundations	8.2%	Population	667,592	672,646
Modest Income Homes	8.2%	Households	272,417	276,462
Metropolitans	6.9%	Families	179,635	180,165
Rustbelt Retirees	6.7%	Median Age	37.7	38.6
Metro City Edge	5.9%	Median Household Income	\$43,901	\$48,984

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	69	\$1,861.03	\$506,977,387
Men's	70	\$345.17	\$94,029,665
Women's	66	\$624.46	\$170,113,575
Children's	77	\$320.68	\$87,358,351
Footwear	57	\$274.74	\$74,844,342
Watches & Jewelry	81	\$181.23	\$49,369,547
Apparel Products and Services ¹	91	\$114.76	\$31,261,907
Computer			
Computers and Hardware for Home Use	81	\$169.75	\$46,243,397
Software and Accessories for Home Use	80	\$23.15	\$6,307,023
Entertainment & Recreation	81	\$3,018.70	\$822,344,049
Fees and Admissions	81	\$499.17	\$135,981,289
Membership Fees for Clubs ²	83	\$137.04	\$37,331,246
Fees for Participant Sports, excl. Trips	82	\$93.45	\$25,458,262
Admission to Movie/Theatre/Opera/Ballet	80	\$119.92	\$32,667,342
Admission to Sporting Events, excl. Trips	80	\$48.94	\$13,331,016
Fees for Recreational Lessons	78	\$99.40	\$27,077,862
Dating Services	71	\$0.42	\$115,561
TV/Video/Sound Equipment	83	\$1,188.98	\$323,898,108
Community Antenna or Cable TV	85	\$623.30	\$169,797,863
Televisions	81	\$239.62	\$65,276,162
VCRs, Video Cameras, and DVD Players	83	\$27.60	\$7,519,715
Video Cassettes and DVDs	82	\$53.59	\$14,598,210
Video Game Hardware and Software	82	\$29.46	\$8,024,996
Satellite Dishes	75	\$0.83	\$227,245
Rental of Video Cassettes and DVDs	83	\$42.10	\$11,467,858
Streaming/Downloaded Video	81	\$0.66	\$180,768
Sound Equipment ³	79	\$166.85	\$45,453,035
Rental and Repair of TV/Radio/Sound Equipment	85	\$4.96	\$1,352,256
Pets	85	\$375.18	\$102,205,400
Toys and Games	83	\$123.87	\$33,745,426
Recreational Vehicles and Fees ⁴	78	\$340.07	\$92,641,883
Sports/Recreation/Exercise Equipment ⁵	72	\$154.94	\$42,207,571
Photo Equipment and Supplies ⁶	80	\$102.42	\$27,901,336
Reading ⁷	81	\$234.06	\$63,763,036
Food	82	\$6,827.82	\$1,860,013,774
Food at Home	82	\$4,004.54	\$1,090,904,282
Bakery and Cereal Products	82	\$554.29	\$150,998,128
Meat, Poultry, Fish, and Eggs	82	\$1,003.83	\$273,461,407
Dairy Products	81	\$453.51	\$123,543,566
Fruit and Vegetables	81	\$671.63	\$182,964,034
Snacks and Other Food at Home ⁸	83	\$1,321.27	\$359,937,147
Food Away from Home	82	\$2,823.28	\$769,109,492
Alcoholic Beverages	82	\$490.93	\$133,738,003
Nonalcoholic Beverages at Home	82	\$363.65	\$99,064,638



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Financial			
Investments	82	\$835.13	\$227,502,899
Vehicle Loans	82	\$4,775.00	\$1,300,790,258
Health			
Nonprescription Drugs	83	\$94.31	\$25,691,669
Prescription Drugs	86	\$488.82	\$133,162,633
Eyeglasses and Contact Lenses	82	\$62.83	\$17,116,443
Home			
Mortgage Payment and Basics ⁹	79	\$7,210.17	\$1,964,172,710
Maintenance and Remodeling Services	76	\$1,570.07	\$427,713,636
Maintenance and Remodeling Materials ¹⁰	75	\$311.26	\$84,791,159
Utilities, Fuel, and Public Services	84	\$3,841.19	\$1,046,405,954
Household Furnishings and Equipment			
Household Textiles ¹¹	81	\$113.65	\$30,960,934
Furniture	81	\$535.30	\$145,824,511
Floor Coverings	79	\$76.99	\$20,973,866
Major Appliances ¹²	78	\$237.18	\$64,611,237
Housewares ¹³	77	\$72.83	\$19,839,417
Small Appliances	80	\$28.08	\$7,649,589
Luggage	82	\$8.25	\$2,248,243
Telephones and Accessories	69	\$29.87	\$8,136,674
Household Operations			
Child Care	83	\$342.79	\$93,382,933
Lawn and Garden ¹⁴	82	\$346.35	\$94,352,144
Moving/Storage/Freight Express	78	\$41.10	\$11,196,041
Housekeeping Supplies ¹⁵	83	\$633.52	\$172,580,936
Insurance			
Owners and Renters Insurance	83	\$408.09	\$111,171,765
Vehicle Insurance	82	\$1,150.71	\$313,472,886
Life/Other Insurance	83	\$478.83	\$130,442,207
Health Insurance	83	\$1,693.38	\$461,305,635
Personal Care Products ¹⁶	82	\$357.18	\$97,300,952
School Books and Supplies ¹⁷	83	\$98.19	\$26,748,370
Smoking Products	87	\$394.85	\$107,563,681
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	80	\$4,140.90	\$1,128,050,579
Gasoline and Motor Oil	82	\$2,076.40	\$565,647,130
Vehicle Maintenance and Repairs	81	\$799.66	\$217,840,899
Travel			
Airline Fares	77	\$323.23	\$88,054,249
Lodging on Trips	79	\$336.29	\$91,612,046
Auto/Truck/Van Rental on Trips	78	\$30.38	\$8,276,360
Food and Drink on Trips	79	\$372.73	\$101,539,231

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.